AMENDMENTS TO SPECIFICATION

Please revise the paragraph beginning at page 14, line 29 as follows:

A recommendation application 582 is also coupled to the review database. The ~~review~~ <u>recommendation</u> application is used to generate personalized recommendations for customers based on their reviews as well as on the reviews of others. In one embodiment, the recommendation application utilizes a collaborative filtering algorithm, such as that described above, to generate the recommendations.